

UNIQUE POSITIONING STATEMENT WORKSHOP

I am the **X** for **Y**:

I am the **X** for **HY**:

I am the **X** for **Y** that wants **Z**:

I am the **X** for **UY**:

I solve **H** for **Y** as their **X**:

I help **U Y** with **H** so they can **Z**

I bring **Z** to **U Y** through **H**

Your Own:

VALUE CONVERSATION WORKSHOP

Mahan Khalsa's 5 Golden Questions:

- How do you measure the problem?
- What is it now?
- What would you like it to be?
- What is the value of the difference?
- What is the value over time (typically two to three years)?

PRODUCTIZED SERVICE WORKSHOP

Complex Services

Most Common Services

Easy Wins

FINAL PRODUCT

Productized Service Name:

Job to be done (promised outcome):

Target Price:

List of Features:

SUBSCRIPTION SERVICE WORKSHOP

Tier 1

Service Name:
Price:

Tier 2

Service Name:
Price:

Tier 3

Service Name:
Price: